

SAUGAT SANKAR

9816913617 · saugatsankar@gmail.com · saugatsankar.com.np · [linkedin/saugat-sankar](https://www.linkedin.com/in/saugat-sankar) · Kathmandu, Nepal

SUMMARY

Results-driven Digital Marketing & Communications professional with 3+ years of experience planning and executing integrated campaigns across Meta Ads, Google Ads, SEO, and social media. Track record of exceeding targets - including a 30% revenue uplift and 40% organic traffic growth across client accounts. Equally comfortable owning strategy and hands-on execution across multi-client environments, with additional depth in CRM setup, lead pipeline management, and marketing analytics.

PORTFOLIO HIGHLIGHTS

Full portfolio: saugatsankar.com.np

Meta EV Nepal - Campaign · Electric Vehicle Brand, Kathmandu

- Full-funnel Meta Ads campaign strategy built around Nepal's fuel import dependency narrative — from audience research and creative direction to video script writing and ad copy.
- Positioned EV adoption as a geopolitical and economic choice for Nepali consumers; campaign assets included video scripts, social creatives, and exchange offer promotions.

Arama House - Digital Launch Strategy · Hospitality & Leisure, Jhamsikhel

- Developed a phased digital marketing execution plan covering GMB, Meta Ads, and WhatsApp strategy across four audience tracks: international guests, elite local, upper-middle-class professionals, and general public.
- Delivered budget allocation plan (NPR & USD) with a 30-day quick-win roadmap ahead of the July 2026 launch.

Air Smart Pvt. Ltd. - Marketing & Website Pitch · Midea AC Dealer, Kathmandu

- Built a comprehensive pitch covering competitor analysis, AQI-aware content strategy, pricing architecture, Reels/installation storytelling, and a 30-day quick-win plan — along with HTML wireframe mockups.

EXPERIENCES

Digital Marketing Specialist (Contract) | Chautari Digitals Mar 2026 - Present · Kathmandu

- Plan and execute integrated digital campaigns across Meta Ads, Google Ads, TikTok, and organic social for multiple client accounts simultaneously.
- Develop content strategies, creative briefs, and performance reports tailored to each client's audience and objectives.
- Coordinate with design teams to ensure brand consistency and on-time delivery of campaign creatives.
- Monitor campaign analytics and implement A/B testing to optimize cost per acquisition and engagement rates.

Head of Digital Marketing & Operations | MetaEV Enterprise Jul 2024 - Present · Kathmandu · Hybrid

- Designed and launched the company website and core digital infrastructure, improving organic visibility and UX from the ground up.
- Built real-time dashboards integrating website and CRM data to surface lead flow, conversion rates, and operational bottlenecks.
- Implemented a zero-leak lead management system, ensuring full accountability across the sales pipeline and maximizing ROI on ad spend.
- Produced full-funnel campaign content, including video scripts, social copy, and ad creatives for the SRM EV product line.

Freelance Web & Marketing Developer | Linkway Cargo · Project Dec 2025 - Feb 2026

- Developed and deployed a logistics website to support customer acquisition and service inquiries.
- Built a custom data pipeline to track user engagement and service inquiries, enabling data-backed operational decisions.

Sales & Digital Marketing Associate | Streamstop.co

Nov 2023 - Nov 2024 · Remote

- Designed and launched integrated digital campaigns (email, social, paid search), **surpassing quarterly targets by 30%** and generating ₹300,000 in revenue during the website-launch campaign.
- Managed a **₹30,000 monthly ad budget** across Google Ads and Meta Ads, executing A/B tests that improved cost per acquisition by 20%.
- Optimized on-page SEO to drive a **40% increase in organic traffic**; published content assets that grew social engagement by 50%.
- Compiled and analyzed performance metrics via Google Analytics and custom dashboards, delivering monthly reports to senior leadership.

Acquisition Editor | Webnovel.co

2017 - 2024 · Remote

- Negotiated content acquisition and managed author relationships, resolving feedback loops within 48 hours.
- Coordinated cross-functional feedback to optimize community engagement, driving an **18% increase in platform traffic**.
- Presented platform features in live webinars, generating a **20% lift** in author trial sign-ups.

SKILLS

Digital Marketing: Meta Ads Manager, Google Ads, TikTok Ads, A/B Testing, Email Automation, SEO/SEM, Content Strategy

Analytics & Reporting: Google Analytics (GA4), Meta Insights, Custom Dashboards, Campaign Performance Reporting

CRM & Operations: Lead Pipeline Management, CRM Setup & Automation, Zendesk, Zero-Leak Systems

Content & Creative: Copywriting (English & Nepali), Video Script Writing, Canva, Basic Photoshop

Tools & Tech: Python (automation), HTML/CSS, Generative AI, API Integration, Jira, Slack

EDUCATION

Shree Bhanu School and College

High School Diploma & Vocational Civil Engineering (2018 - 2022)